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TOWN AND
COUNTRY HOUSES
of
CONCRETE
MASONRY



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SEP 29 '26

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PORTLAND CEMENT ASSOCIATION
CHICAGO



*Garden entranceway to the home of Mr. I. Eisner at Los Angeles,
California, other photographs of which are shown on page seven*

Town and Country Houses of Concrete Masonry



WHILE size provides the opportunity for distinctive individuality in the plan, the attainment of an ideal home depends largely upon the use of construction materials which readily adapt themselves to the conception of the architect and the hand of the artisan.

On the selection of materials depends exterior beauty and substantial dignity, subtle characteristics by which the judgment and culture of the occupants are often measured. Safety and economy, including resistance to fire and freedom from upkeep, obviously depend largely upon the use of permanent, fire-resistive construction. Whether the house proposed be large or small, it is remarkable that there exists one material which answers not only requirements of economy and permanence, but provides as well the widest range of beautiful architectural treatment. That is concrete.

"Concrete" ordinarily brings to mind great bridges, broad highways, massive buildings, mighty dams. Now it has assumed an added meaning, derived from its plastic nature and its wide versatility: the suggestion of distinctive homes, eminently substantial, yet dignified and beautiful with artistic embellishment.

Through the medium of concrete structural units, the builder can utilize masonry construction accepted as best

fitting this type of work, with greater possibilities for expression and fewer limitations in form, texture and color than with any other type of construction.

A number of distinctive concrete masonry homes are shown on the following pages, some built of surfaced structural units; others exemplifying the possibilities of portland cement stucco, with its endless variety of pleasing finishes and color tones, selected to suit the architectural motif of the house.

Portland cement stucco mellows like the exteriors of age-cured Mediterranean structures, the gay and colorful ones of old Spain, or presents the glistening white of the colonial manse, or a sedate, but interesting, buff or grey. Pleasing reds, blues, yellows, greens, browns, for accent or contrast, or numberless soft tints, all can be produced by the use of colored aggregate or non-fading mineral coloring pigments. The result is a permanently beautiful house charmingly blended in texture and color to harmonize with its surroundings.

Concrete masonry walls form the ideal base for portland cement stucco. Built of concrete block or tile, stucco bonds with their surface as one homogeneous mass, secure against cracking or peeling.

Equally important with wall construction and exterior finish are roof and floor materials. For years many homes of the better class have been built with rein-

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forced concrete floors, surfaced or inlaid with Dutch, Spanish or Italian tile, terrazzo, linoleum or hardwood flooring. A variety of attractive coverings are used, giving to each room appropriate and distinctive treatment in harmony with furnishings and the general scheme of interior decoration. Concrete floors are absolutely essential for fire prevention. To provide fire protection consistent with the rest of the structure, as well as to afford the artistic and finished appearance desired, concrete roofing tile, available in many sizes, shapes and colors are generally employed.

From roof to basement, concrete masonry construction represents the *maximum in firesafeness*. Almost invariably, adequate means of fire fighting is lacking in the vicinity of a country or suburban house. Inadequate water supply or deficient pressure, and difficulties of site all combine to suggest the advisability of firesafe construction.

Fire is not a remote contingency. Year after year, fine suburban estates, residences, country clubs and even city homes are destroyed by fire, frequently with a toll of life in addition to the loss of irreplaceable treasures. Experience has taught that no reasonable amount of fire fighting apparatus can substitute for the safety or the ease of mind guaranteed by firesafe construction.

Firesafeness is but one of the proven advantages of concrete masonry; its resistance to weather and wear doubly enhance its value to the builder of a fine house or an estate; while of all building materials it affords the greatest economy, considering both original cost and maintenance.

Concrete building units of high quality are available everywhere. If you do not know the location of manufacturers, a letter or a telephone call to our nearest District Office (see page twenty) will bring the desired information.



THE HOME OF
MR. LEN C. DAVIS



CLARENCE L. JAY
PASADENA, CALIFORNIA
Architect

Careful manipulation of materials has given this residence at Glendale, California a bold ruggedness, yet there is no lack of delicate detail, as evidenced by the ornamentation about the central doorway. The closeup of the west elevation emphasizes the beauty of line and appropriateness of the stucco texture





THE HOME OF DR. FRED HODGES

DUNCAN LEE, RICHMOND, VIRGINIA, *Architect*

In this home of concrete masonry at Locklane, Richmond, Virginia, dormered, sloping roof and prominent chimney produce an unusually attractive effect. The closeup views show careful supervision of the architectural details





THE RESIDENCE OF
MR. I. EISNER



GORDON B. KAUFMANN
LOS ANGELES, CALIFORNIA
Architect

*Light and shadow and setting combine
with the work of the architect to give
unique charm to this imposing
Los Angeles residence*

*An archway into the patio. Smooth
stuccoed walls, delicately molded col-
umns, artistically wrought window
gratings and irregular stone flagging,
give an atmosphere of mellowness
to the house*





THE
COUNTRY ESTATE
OF
MR. HAROLD WEEKES

GROSVENOR ATTERBURY
NEW YORK, N. Y.
Architect

Substantialness is the keynote of this dignified residence at Islip, Long Island, constructed of large, specially surfaced building block. Leaded windows and steeply pitched roof enhance the beauty of the structure. The detail view shows the effective variegation in the color tone of wall units





THE RESIDENCE OF MR. JOHN TREANOR

ROBERT D. FARQUHAR
LOS ANGELES, CALIFORNIA
Architect



This imposing Spanish residence at Los Angeles is completely at home in its sunlit, garden setting. The round top, iron strapped doors, patio with plants and gay awnings and the stucco texturing are typical of the best in California Spanish architecture



THE HOME OF MR. C. V.

H. GEORGE FINK
MIAMI, FLORIDA
Architect

Rarely has the Mediterranean style been so completely realized in Florida, where concrete masonry has become a dominant feature. The home pictured here, with its gross area of 10,000 square feet, is located in Coral Gables, Miami.

Not only on the exterior has portland cement been used, but on the interior walls and ceilings as well. The walls are covered in some instances with polished concrete, and the stairway of concrete architectural stone adorned with carvings.

Tropical setting and brilliant sky are in keeping with the coloring possible in residences of concrete masonry. The interior of Mr. De Long's house are of a textured pink, while the exterior is a light pink, to have a touch of lavender. A many-colored sun room is the center of the sun room. Florida home of concrete, with plasticity of concrete, with which no architectural expression.



W. DE LONG

so consistently employed as in
the standard of construc-
group of interior views is at

ment stucco been used, but on
The floors are of concrete
concrete floor tile, as is the
the fireplace.

in keeping with the beautiful
masonry. The interior walls
are golden tan with a faint
light buff, at times appearing
colored tile fountain occupies
evidence strikingly the
architectural motif is beyond





THE HOUSE
OF
MR. E. J. LONGYEAR



WILLIAM LEE WOOLLETT
LOS ANGELES, CALIFORNIA
Architect

*Ruggedness is the predominat-
ing effect of this residence at
Altadena, California, set against
a background of dimly outlined
mountains. Interesting lines, for
example in this outside stairway
are by no means destroyed
by the plain massing*





THE SUBURBAN HOME
OF MR. J. RICH STEERS

CARRERE AND HASTINGS
and
BLAKE AND BUTLER
NEW YORK, N. Y.
Architects



A beautiful suburban estate at Purchase, New York, built of surfaced concrete masonry units, after the elaborate colonial style

(Above) A closeup of the facade, emphasizing the regularity and substantial effect of concrete masonry



(Left) Loggia at the rear of the house, facing an expansive terrace. Attractive use is made of columns both front and rear



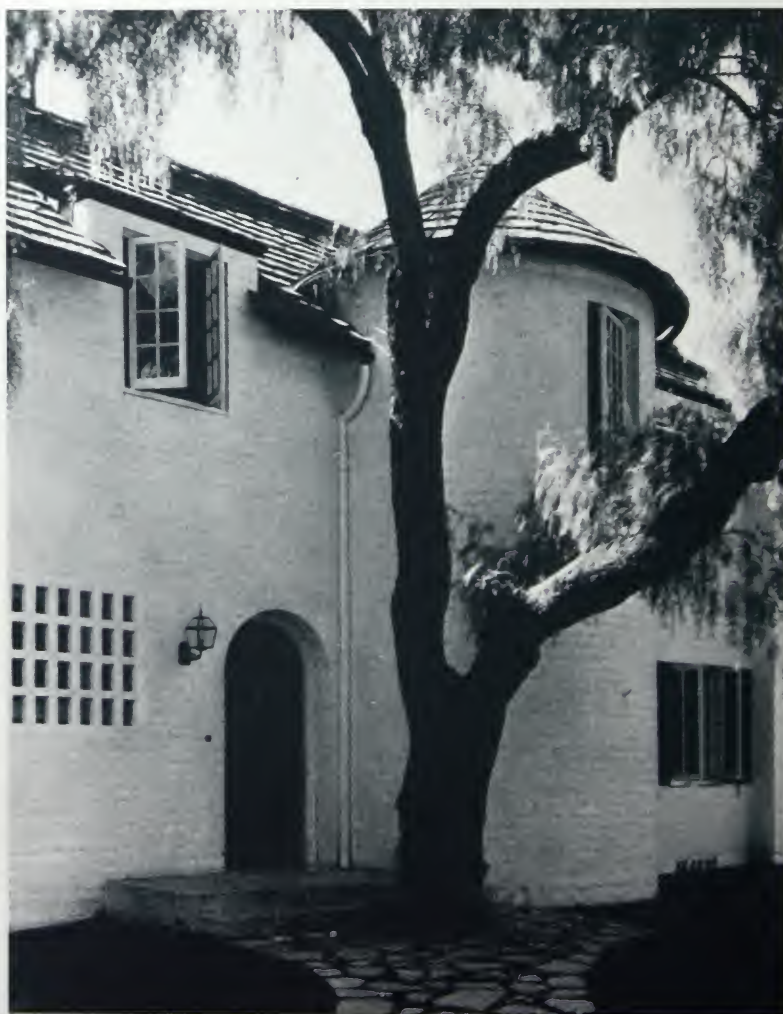
THE HOME OF
MR. ROGER B. EMMONS



WITMER AND WATSON
LOS ANGELES, CALIFORNIA
Architects

Like some fairy castle is this striking residence at Pasadena, with its walls of concrete tile, painted white. There is a French motif in the tower with its slender window

(At right) A detail of the doorway, shaded by a splendid old tree growing out of the flagged walk. Casement windows bear out the continental effect





THE HILLSIDE HOME OF MR. PAUL FLANDERS

HENRY H. GUTTERSON, SAN FRANCISCO, CALIFORNIA, *Architect*

Gable roof and windows give character to this interesting hillside home at Outland, Carmel, California. Concrete block, irregularly placed, form the principal structural unit

THE IMPOSING ESTATE OF MR. F. S. HARKNESS

LORD AND HEWLETT, NEW YORK, N. Y., *Architects*

This home is designed after the manner of the Italian Renaissance and is built entirely of concrete masonry. It is located at New London, Connecticut





THE HOUSE OF THE PRESIDENT
BELOIT COLLEGE, BELOIT, WISCONSIN
DOWLING AND MILLER, CHICAGO, ILLINOIS, *Architects*



A fine colonial house built of concrete masonry and covered with portland cement stucco. Spacious grounds emphasize the dignity of this residence (Above) An interesting stairway, true to the colonial type in its contrast of light and dark woods (Left) A closer view of the rather formal entrance with its open balcony above



A FRENCH CHATEAU
AT WILLIAMS CREEK
ESTATES
INDIANAPOLIS, INDIANA



PIERRE AND WRIGHT
INDIANAPOLIS, INDIANA
Architects

A French chateau set in spacious woodland to conform with the surroundings of its honored predecessors

The closeup view shows to advantage the stairway tower and entrance and the stucco texture. The climbing, slender windows accentuate the tower massing typical of the design





THE RESIDENCE
OF
DR. STUART
MACLEAN

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CLIFTON LEE
RICHMOND, VIRGINIA
Architect

This dignified house in Richmond, Virginia, illustrates the pleasing adaptability of concrete masonry, stucco covered, to the massed wall areas and plain architectural treatment typical of the modern adaptation of the Italian design



(Right)
*A view through the columned
entranceway*



THE COUNTRY ESTATE OF
MR. LEO M. MEEKER

E. D. CANNONILE — DE LUXE BUILDING CO.
LOS ANGELES, CALIFORNIA
Designer



A country estate on the hills of Brentwood Park, near Los Angeles, California. Delicate balustrades and arches, paneled windows, broken roof, and imposing, formal driveway, all are part of the Italian majesty of this concrete masonry residence.

PORTLAND CEMENT ASSOCIATION

A National Organization to Improve and Extend the Uses of Concrete

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